

**BHP**

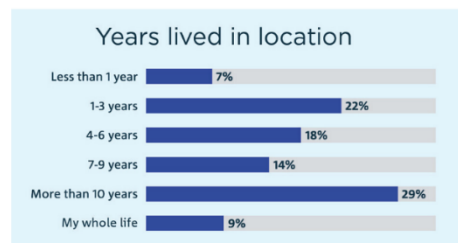
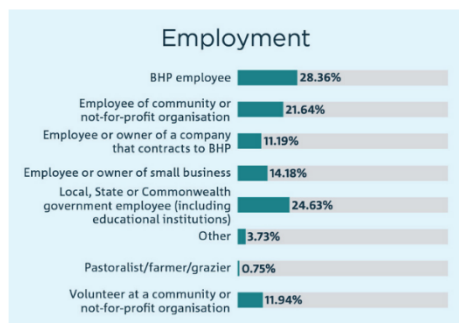
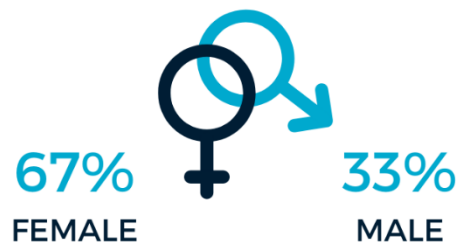
# CSIRO Local Voices Conversation Starter: Port Hedland

On the 21st of November 2019, CSIRO and BHP hosted a Conversation Starter in Port Hedland. Community members came together with Dr Kieren Moffat from CSIRO, BHP General Managers Warren Wellbeloved and Nilson Davila, and BHP communities team members to:

- share key findings from the CSIRO Local Voices Anchor survey,
- discuss these findings with other community members and BHP, and
- talk about how the community, BHP and CSIRO can work together to understand and progress challenges and opportunities identified.

**BHP LOCAL VOICES**

## Anchor Survey Participants

**134****COMPLETED  
SURVEYS****7.52%****ABORIGINAL/TORRES  
STRAIGHT ISLANDER**

## Community Rewards

**\$2,420 EARNED BY LOCAL VOICES PARTICIPANTS FOR 18 COMMUNITY GROUPS**

## Trust in BHP

We found trust in BHP was related to three key areas: how the company responds to community concerns, commitment to Port Hedland through local jobs, and ensuring the community receive a fair share of benefits from BHP's presence. The data also shows that community generally have positive interactions with BHP people in town - a strength to build on.

### Discussion: How can we improve trust?

At a personal level, the group described the features of great interactions between community members and BHP people that lead to deeper trust. These included: communicating openly, transparently, and not waiting until every detail is resolved to communicate to community what the company is thinking. Seeing things through once a commitment is made was also important, as was acknowledging successes *and* failures together.

There was an interesting discussion about FIFO employees, and the need to "bring them into community" through stronger relationships - one way to do this was to help them feel more connected to their town.

### Discussion: Spreading the benefits of mining wider

Community members suggested that mining companies in Port Hedland could do a better job coordinating their efforts to engage economically with the town - greater collaboration would lead to deeper and broader benefit locally. On the other hand, it was also acknowledged that communicating investment and initiatives is challenging in Port Hedland - it's a community that has a lot going on and feels over-engaged.

A key area of practical focus, however, was tailoring the local investment of BHP in businesses through contracts and procurement to ensure more local companies are able to sell goods and services to BHP. While the local buying program was viewed very positively, building the capacity of local businesses to access it and supporting the development of skills within the community would open up new opportunities for locals.

## Community resilience

The Local Voices data shows us that communities are better able to manage change when there is a strong track record of collaboratively solving problems together, trust between groups, and the community is diverse (i.e. it is suitable for different types of groups like older people as well as young families). Leadership (both formal and informal) also plays an important role in organising community around important challenges and opportunities, but often falls on the same people.

### Discussion: Working on leadership in Port Hedland

Leadership in regional and remote Australia can be tough - the group talked about how it's hard to fit leadership roles around responsibilities and rosters, and that it can be daunting to step into a leadership role when community members may feel they may be exposed to criticism from some of their peers. Recent challenges for local government were also discussed, and it seemed like stepping up can be a thankless task sometimes.

However, the group nominated the **Hedland Collective** as a clear model for local leadership in their community, the need to think and act collaboratively to lead together, and keeping a narrow focus (or not 'trying to boil the ocean') were seen as key elements in a 'Port Hedland way' of leading.

- Responsiveness
- Local jobs
- Fair share \$

TRUST

### Next steps

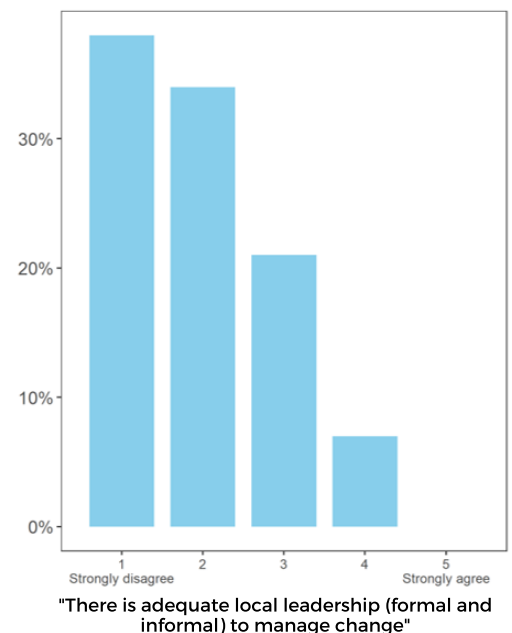
The CSIRO Local Voices program of work is about bringing the voice of community in Port Hedland directly in to BHP.

There are two main areas where CSIRO will be focusing in 2020:

1. Increasing the number of community members participating in Local Voices each month - remember, BHP can only respond to concerns if they know about them, and
2. Working with groups like the Hedland Collective to make the data that Local Voices collects as useful (and used) as possible.

### Get involved

To register for Local Voices just search for "**BHP Local Voices**" online or contact [localvoices@csiro.au](mailto:localvoices@csiro.au)



CSIRO Local Voices  
*Feeling heard is a powerful thing*

**BHP**